

Product Requirements Document

Version 1.3

Service Introduction

The company's technical objective is to develop a web site that provides the customer with superior convenience and control over today's purchase process. Implicit in this assumption is that the company will develop an organized, fast, intuitive and easy to use store front to facilitate shopping. Beyond this basic store functionality, the company plans on providing content to educate the customer, assist in idea generation, and augment the customers' effectiveness in the use of promotional goods. A unique feature of the site will be the use of an interactive, intuitive, web-based module for logo placement and customization. Additionally, the system will provide order status, transaction history, display customer reviews and rankings, enable collaborative comments on customizations, store previously utilized logos securely, and provide billing reports. On the back end, the underlying applications will submit orders to 20-100 vendors, verify credit card payments, and update the product catalog.

Overview of Services

There is a compelling reason for the customer to use Branders.com to fulfill all of their promotional products purchasing needs. This online solution is a portal to a full line offering of promotional products. Accessing the Branders site, the customer discovers a web interface that provides:

- Improved cataloging through expanded product selection and search functionality
- Expedited ordering and superior visualization through intuitive GUI interface that allows the customer to control logo placement and customization
- Instant pricing and delivery commitments
- Extensive on line marketing assistance

Picture this:

- The buyer comes online
- The buyer has a pre-determined purchase defined
 - Utilizes one of several search functions or point-n-clicks to the specific product desired
 - Selects the color and design wanted
 - As an established customer, the buyer accesses the logo file and positions and sizes the logo or
 - As a new customer, the customer uploads and image which is automatically sized and placed on the product
 - The product selection, design and order processing time is cut to minutes
- The buyer does not have a pre-determined purchase
 - The site provides
 - * Expert Guidance to new and/or popular products
 - * On line case examples
 - * Answers to FAQs
 - * e-mail Q&A
 - a dynamic interface which suggests product ideas catered toward defined parameters such as audience, event, industry, price range

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Product Page

The Product Page will be a full screen dedicated to one SKU. The screen will be highly decorative, and will show a one-quarter page picture of the item and detailed description of the item. Additionally, art specs, turnaround time and pricing will be show on this page.

From this page the customer can do one of four things:

 Visualize a customized version

 Place an order

 Order a Sample

 Go back to the product list

Product Visualization Page

Clicking on a “**Visualize This**” button anywhere it appears in the system takes the user to the “**Product Visualization Page**”.

Note: The use of frames in this document does not constitute a recommended design. In fact, if the site is going to see heavy usage and this is the most referred-to page, then a non-frames approach is best. Thus, the elements of a non-frameset version of what is described here can be thought of as elements of a non-frame page rather than individual frames.

Item Frame

This frameset page contains a larger image of the product’s “Product Item Page” main photograph (already downloaded and therefore cached) in one frame – the “**Item Frame**”, which appears at the top of the frameset along with some navigation icons. This frame will present also present one or more photographs of a single SKU. There will be contextual example shots similar to those found in today’s catalogs.

The *Item Frame* photographs will take up about ¼ to ½ of the page. These images may be all the users need to get going (and in fact would probably be a good first implementation of the “visualization page”), since this is what they do today using paper catalogs.

Select Placement Item Frame

It also has a “**Select Placement Item Frame**” (here running down the left side of the entire frameset) for searching for and selecting logos and other indicia and adding or deleting a chosen graphic. There is a button for uploading or creating information for placement that invokes the Design Lab editing system.

The Select Placement frame can be thought of as a search manager for finding logos in the brandings.com Corporate Logo Vault, online on the Internet , a company's registered vault, or the user's own logo vault.

Uploading a file to the Select Placement Item Frame

Graphics and other assets are added to the Select Placement Item Frame by uploading artwork in one of the approved formats, or added edited text formatted in a small applet. The Selected Graphics Frame contains an "Add Artwork" button that prompts the user for a file containing artwork or to enter some text to be formatted in a small text editor. When the customer clicks on an "**Add artwork**" button/link, they will be asked to identify a file on their computer to upload.

Only file formats capable of supporting camera ready artwork will be accepted for placement. The file formats that will need to be accepted are PICT (Macintosh QuickDraw), EPS (Adobe Encapsulated PostScript), WMF (Windows Metafile), and AI (Adobe Illustrator) for vector formats followed by image formats such as TIFF, BMP, DIB, JPEG, and GIF. Preferred file formats are those with vector representations of artwork rather than bitmaps, to achieve the best fidelity.

Invoking a file upload causes the file to be transferred to the server and the *Selected Placement Item Frame* to be updated by adding the new file to the contents. Of course, the downloaded representation is going to be a bitmap, but a link will be maintained between the URL for the new graphic to the original artwork.

Files will need to be screened at time of upload to determine if bitmapped elements exist. If they do, the user will be informed that their artwork has bitmapped elements and will be verified by Branders personnel to ensure imprint quality. This dialog box will not impeded the customer from continuing with the customization however.

The result of all this is a list of Placement Items, which the user can select from for placement into the graphic representation of the current product.

For purposes of collaborating and sharing images with other members of an organization, a user may mark an item as sharable. Should a work group be created that includes this user, their shared graphics can be instantly made available to anyone assigned to the new work group. This means that new work groups will have a lot of previously defined work available to draw from in an organization if individual members of that group have already been active in using the service. The less administration involved – and this is a minimalist approach to administrative overhead – the more likely that widespread company use will occur, because the network benefits of using the system have already been established by the current set of users.

Selected Graphics Frame

There is a "**Selected Graphics Frame**" (here running below the *Item Frame*) which shows a selected image from the Item Frame's set of photographs of the current product item selection. The ones that can be selected for placement here are the ones that are "blanks". Blanks are photographs or template drawings of the product without a logo on them. These images are the ones that the Placement Items will be mapped into to provide representations of the customer's identity on the product, and to provide instructions for imprinting. Blanks will be provided by Branders but all encoding of the imprintable X,Y coordinates will need to be conducted by the programming firm.

The user can pick from the blanks and place the "placement items" in the product by clicking on a placement item. The placement item will appear in the photograph being edited. The user can select from five generic placements, centered, flush right, flush left, aligned top and aligned bottom. Additionally the user will be able to select from one of three sizes, small, medium or large. The user can also view all colors that the item comes in from the display of product specific palette of colors on the screen (note: an advanced version would swap the color of the imprintable area by clicking on a the color palette).

An alternative to selecting a placement items is to insert text into the selected imprintable area. The user will be given the same positioning options (centered, flush right, flush left, aligned top and aligned bottom) and the same sizing options (small, medium, large) in addition to being able to select a font and color.

For products with multiple imprint areas this process may need to be repeated for each imprint area chosen by the customer.

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